

**WE CLAIM:**

1. A method of determining customer motivations in an on-line shopping session, comprising:

when a product is selected for purchase, determining whether the purchased product is related to a current prime motivator product,

if so, incrementing in a database a derivative count for the purchased product.

2. The method of claim 1, wherein the determining step includes a step of comparing a class code associated with the purchased product with a class code associated with the current prime motivator product.

3. The method of claim 2, wherein class codes of the purchased product and the current prime motivator product represent fields of use for the products.

4. The method of claim 2, wherein class codes of the purchased product and the current prime motivator product represent brands associated with the products.

5. A method of determining customer motivations in an on-line shopping session, comprising:

when a product is selected for purchase, determining whether the purchased product is related to a current prime motivator product,

if not, incrementing in a database a prime motivator count associated with the purchased product and labeling the purchased product as the current prime motivator product.

6. The method of claim 5, further comprising, if the purchased product is related to a current prime motivator product, incrementing in the database a derivative count for the purchased product.

7. The method of claim 5, wherein the determining step includes a step of comparing a class code associated with the purchased product with a class code associated with the current prime motivator product.

8. The method of claim 7, wherein class codes of the purchased product and the current prime motivator product represent fields of use for the products.

15 9. The method of claim 7, wherein class codes of the purchased product and the current  
16 prime motivator product represent brands associated with the products.

1 10. A method of determining customer motivations in an on-line shopping session,  
2 comprising:

3 when a product is selected for purchase, determining whether the purchased product  
4 is related to a prior prime motivator product,

5 if not, incrementing in a database a prime motivator count associated with the  
6 purchased product and designating the purchased product as a prime motivator product.

7 11. The method of claim 10, further comprising, if the purchased product is related to a  
8 prior prime motivator product, incrementing in the database a derivative count for the  
9 purchased product.

10 12. The method of claim 10, wherein the determining step includes a step of comparing  
11 a class code associated with the purchased product with class codes associated with each prior  
12 prime motivator product.

13 13. The method of claim 12, wherein class codes of the purchased product and the prior  
14 prime motivator products represent fields of use for the products.

15 14. The method of claim 12, wherein class codes of the purchased product and the prior  
16 prime motivator products represent brands associated with the products.

1 15. A method of determining customer motivations in an on-line shopping session,  
2 comprising:

3 when a product is selected for purchase, comparing the purchased product to  
4 subscription products identified in a customer history of the customer,

5 unless the purchased product matches a subscription product in the customer history,  
6 determining whether the purchased product is related to a current prime motivator product,

7 if not, incrementing in a database a prime motivator count associated with the  
8 purchased product and labeling the purchased product as the current prime motivator product.

9 16. The method of claim 15, further comprising, if the purchased product is related to a  
10 current prime motivator product, incrementing in the database a derivative count for the  
11 purchased product.

12 17. The method of claim 15, wherein the determining step includes a step of comparing  
13 a class code associated with the purchased product with a class code associated with the  
14 current prime motivator product.

15 18. The method of claim 17, wherein class codes of the purchased product and the current  
16 prime motivator product represent fields of use for the products.

17 19. The method of claim 17, wherein class codes of the purchased product and the current  
18 prime motivator product represent brands associated with the products.

1 20. A method of determining customer motivations in an on-line shopping session,  
2 comprising:

3 when a product is selected for purchase, comparing the purchased product to  
4 subscription products identified in a customer history of the customer,

5 unless the purchased product matches a subscription product in the customer history,  
6 determining whether the purchased product is related to a prior prime motivator product,

7 if not, incrementing in a database a prime motivator count associated with the  
8 purchased product and designating the purchased product as a prime motivator product.

9 21. The method of claim 20, further comprising, if the purchased product is related to a  
10 prior prime motivator product, incrementing in the database a derivative count for the  
11 purchased product.

12 22. The method of claim 20, wherein the determining step includes a step of comparing  
13 a class code associated with the purchased product with class codes associated with each prior  
14 prime motivator product.

15 23. The method of claim 22, wherein class codes of the purchased product and the prior  
16 prime motivator products represent fields of use for the products.

17 24. The method of claim 22, wherein class codes of the purchased product and the prior  
18 prime motivator products represent brands associated with the products.

1 25. A method of determining customer motivations in an on-line shopping session,  
2 comprising:

3 when a product is selected for purchase, comparing the purchased product to  
4 subscription products identified in a customer history of the customer;

5 unless the purchased product matches a subscription product in the customer history,  
6 determining whether the purchased product is related to a subscription product identified in  
7 the customer history;

8 if the purchased product is related to a subscription product identified in the customer  
9 history:

10 revising the customer history to remove the related subscription product from the  
11 customer history,

12 incrementing in a database a prime motivator count associated with the purchased  
13 product, and

14 labeling the purchased product as the current prime motivator product.

15 26. The method of claim 25, wherein the determining step includes a step of comparing  
16 a class code associated with the purchased product with a class code associated with the  
17 subscription products.

18 27. The method of claim 26, wherein class codes represent fields of use for the products.

19 28. The method of claim 26, wherein class codes represent brands associated with the  
20 products.

1 29. A method of determining customer motivations in an on-line shopping session,  
2 comprising:

3 recording the time of the beginning of the on-line shopping session,

4 recording the time of each purchase selection throughout the on-line shopping session,  
5 at the conclusion of the on-line shopping session:

6 determining the average time between purchase selections,

incrementing in a database a prime motivator count associated with a product of the first purchase selection,  
incrementing in a database a prime motivator count associated with a product of any other purchase selection having an incremental purchase time that is greater than the average time between purchase selections, and  
for all other purchase selections, incrementing in the database a derivative count associated with products purchased in those purchase selections.

30. A method of determining customer motivation in an on-line shopping session, comprising:

maintaining a count of web pages presented to a customer,  
for each purchase selection made during the on-line shopping session, recording the web page count associated with the purchase selection,  
at the conclusion of the on-line shopping session:

determining the average web page count between purchase selections,  
incrementing in a database a prime motivator count associated with a product of the first purchase selection,  
incrementing in a database a prime motivator count associated with a product of any other purchase selection having an incremental web page count that is greater than the average web page count, and  
for all other purchase selections, incrementing in the database a derivative count associated with products purchased in those purchase selections.